



CALIFORNIA DEPARTMENT OF  
FOOD & AGRICULTURE  
Karen Ross, Secretary

January 13, 2012

TO: CERTIFIED FARMERS' MARKET (CFM) SUBCOMMITTEE  
DIRECT MARKETING AD HOC ADVISORY COMMITTEE

A meeting of the CFM Subcommittee has been scheduled. Enclosed is the agenda.

Date: January 25, 2012  
9:00 a.m. – 4:00 p.m.

Location: CA Department of Food and Agriculture  
2800 Gateway Oaks Drive, Suite 100, Room 101  
Sacramento, CA 95833  
(916) 900-5030

For airline ticket reservations or assistance with your travel arrangements, please contact Sarah Cardoni in the Sacramento Headquarters' Office at the number below.

Notification of committee meetings and their agendas can be found via the Internet at the following website address: <http://www.cdfa.ca.gov/is/meetings.html>

If you have any questions or have additional agenda items for discussion, please call me at the number listed below.

Sincerely,

Steve Patton  
Branch Chief

Enclosure(s)

cc: Ed Williams



**California Department of Food and Agriculture  
Direct Marketing Ad Hoc Advisory Committee  
CFM Subcommittee**

**January 25, 2012  
9:00 a.m. – 4:00 p.m.**

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Sacramento, CA 95833**

**AGENDA**

- 1. Introductions**
- 2. Demonstrations**
  - a. Database - Richard Price**
  - b. Farm Audit – Leah Smith**
  - c. USDA Accredited Certifying Agents – Brian Cote**
- 3. Commission Structure**
- 4. Enforcement**
  - a. County/State**
  - b. Third Party**
- 5. Efficient Models of Inspections**
- 6. Registration Process**
- 7. Funding**
- 8. Public Comments**
- 9. Next Meeting and Agenda Items**
- 10. Adjournment**

All meeting facilities are accessible to persons with disabilities. If you need reasonable accommodation as defined by the Americans with Disabilities Act, or if you have questions regarding the public meeting, please contact Steve Patton at (916) 900-5030. Requests for reasonable accommodation should be made no later than three (3) days before the meeting.

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